

EAST HOLLYWOOD BUSINESS IMPROVEMENT DISTRICT

7018 Hollywood Blvd., Hollywood, CA 90028
MAIN (323) 469-8311 FAX (323) 469-2805

April 30, 2013

Ms. Miranda Paster, Acting Chief
Administrative Services Division
Office of the City Clerk
200 North Spring St.
Room 224
Los Angeles, CA 90012

Subject: East Hollywood BID 1st Quarter Report

Dear Miranda:

Attached please find the quarterly report for the East Hollywood BID for the 1st Quarter of 2013. Below, I have included a table with the information about expenditures for the BID in the 1st Quarter, and a copy of the March financial statement. A copy of our quarterly newsletter will be sent out under separate cover.

Activities for the 1st quarter included regularly scheduled monthly meetings of the Board of Governors in January and February. The Board continued working with the website designer on developing an East Hollywood BID Website. Additionally, the Board continued planning efforts for the grant awarded during the Metro Call for Projects, to fund street medians along Vermont Avenue in hopes of calming traffic and enhancing the pedestrian experience in this highly traveled area of the city. The Vermont corridor is home to several major institutions including the Braille Institute, LA City College, Kaiser Permanente, and Children's Hospital all of which would benefit from the pedestrian safety enhancements proposed by the BID. The BID has also continued its efforts to improve the street-scape along the Vermont Corridor with the continuation of its tree planting and maintenance program which began at the end of 2011. The BID has assumed responsibility for the watering and general upkeep of over 70 trees along Vermont Avenue.

A report on specific budget line expenditures follows:

Budget Line Item #1 – Streetscape

The cleaning/beautification contract with HBT calls for \$5900 in regular monthly expenses of which approximately \$2,065 (35%) goes towards streetscape expenses including tree pruning. Expenditures were made in this category for the January streetscape services. Past due invoices for October, November and December of 2012 were also paid in this quarter as a result of late billing from our cleaning contractor.

Budget Line Item #2 - Maintenance

The cleaning/beautification contract with HBT calls for \$5900 in regular monthly expenses of which approximately \$3,835 (65%) goes towards Maintenance Expenditures were made in this category for the January streetscape services. Past due invoices for October, November and December of 2012 were also paid in this quarter as a result of late billing from our cleaning

contractor. The BID incurred additional expenses of \$12,970 for tree watering and maintenance services within the BID for September 2012 – January 2013.

Budget Line Item #3 – Administration and Advocacy

No funds were expended in this category during the quarter.

Budget Line Item #4 – Marketing and Promotion

No funds were expended in this category during the quarter.

Budget Line Item #5 – Contingency

No funds were expended in this category during the quarter.

We continue to believe that things are progressing well with the East Hollywood Business Improvement District, and the Board remains enthusiastic about what they are able to accomplish.

Sincerely,

A handwritten signature in black ink, appearing to read "Nicole Shahenian". The signature is fluid and cursive, with the first name "Nicole" written in a larger, more prominent script than the last name "Shahenian".

Nicole Shahenian
Executive Director
East Hollywood Business Improvement District

**East Hollywood Business Improvement District
FY 2013 Budget-1st Quarter**

| Revenue | FY 2013 | Committed Funds | | | | Estimated Unallocated Total | Year to Date |
|--|------------------|-----------------|-------------|-------------|-------------|-----------------------------|-----------------|
| | | 1st Quarter | 2nd Quarter | 3rd Quarter | 4th quarter | | |
| Parcel Assessments | \$204,300.44 | | | | | | |
| Carry Over | \$49,000.00 | | | | | | |
| Total Assessments | \$253,300 | | | | | | |
| Expenditures | | | | | | | |
| Streetscape/Landscape (37%) | \$105,591.00 | \$8,170 | | | | \$8,170 | |
| Maintenance (31%) | \$82,333.00 | \$28,143.00 | | | | \$28,143 | |
| Administration and Advocacy (18%) | \$36,774.00 | \$0.00 | | | | \$0 | |
| Marketing (11%) | \$22,473.00 | \$0.00 | | | | \$0 | |
| Contingency (3%) | \$6,129.00 | \$0 | | | | \$0 | |
| Total | \$253,300 | \$36,313 | \$0 | \$0 | \$0 | \$36,313 | \$36,313 |
| 2012 Committed Funds | | | | | | | |
| * Streetscape: Includes \$30,000 in carryover funds from 2012 | | | | | | | |
| * Maintenance: \$19,000 in carryover funds from 2012. Balance: \$19,000 in carryover funds | | | | | | | |